



PHILIP MORRIS U.S.A.

Inter-Office Correspondence

To: Distribution

Date: August 4, 1997

From: Diane Laska *DL*

Subject: New Winston Campaign

Attached is a copy of a different creative execution for Winston. This spread is found in the August 21 issue of *Rolling Stone* magazine.

On the left side of the spread is an impression of lips pressed on the page, and on the right side the text reads, "Kiss cigarettes with additives goodbye, but rinse your mouth out before you taste ours." The "No Additives, True Taste" logo behind a Winston cigarette is used with this creative. Unfortunately, this logo is too pale to reproduce on copies.

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